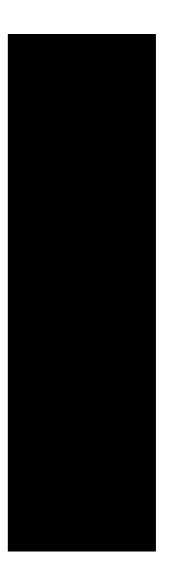
The BBC's Response to the Business Innovation and Skills Committee Inquiry into Adult Numeracy and Literacy



Written evidence by the BBC submitted to the Business Innovation and Skills Committee inquiry into Adult Numeracy and Literacy

Introduction

I. ,

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2.

The BBC approach in the context of the adult basic skills education sector

	Over recent years the approach to adult basic skil	lls educ	cation has o	changed	
Ι.	,		Ι ().	
۱.	•				L
	. 2011	, 2	,	44%	2003
	2 4 % 4 %.	2 %	, 22%,	Ι %	I %.
Ι.	•				
	Inspiring Entry level adults to learn new literacy a for BBC Learning.	and nun	neracy skil	ls is a ke	y challenge
Ι.			2011,		
20	, ,		,		
20.	v. , - . ,		- ,		
21.	I. , ,				
	Entry level:				familiar
	Level 1: subjects.			include ı	unfamiliar
	 Level 2: that are unfamiliar, 	a ranç	ge of conte	xts, inclu	uding those

42.

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4.	Vis	ual m	odelso	f I	Εn	gli	ish	word	roots.						
						•									The Escape
	(//	•				1		/	1	2014/ -	-	-	2014.).

c) Using 'transferable models' to tell new stories in unfamiliar contexts